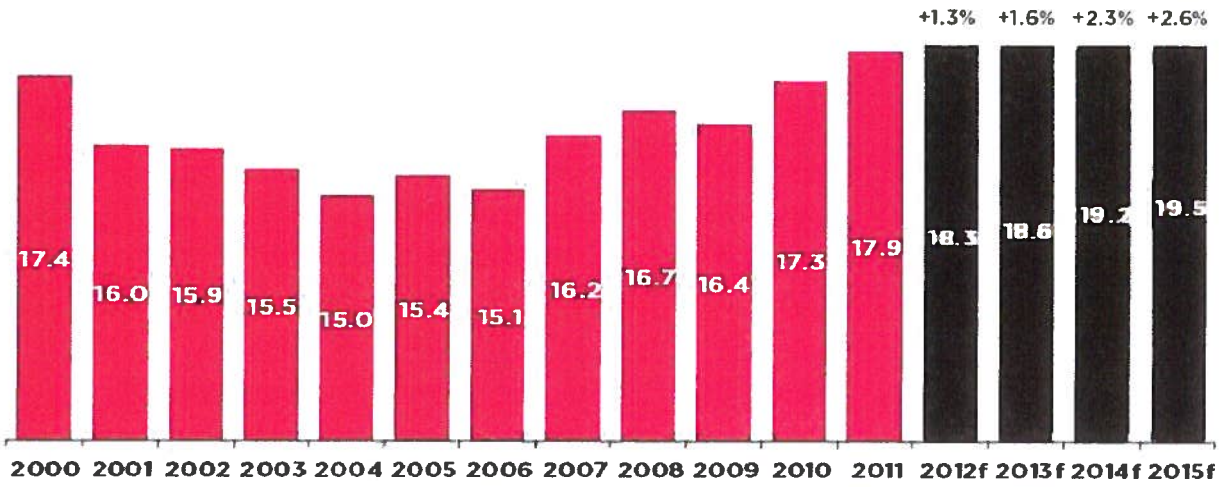
Question #10

How many visitors do we see each year? How does this compare with other major metropolitan areas, such as New York? How many should we see in our city each year?

VISITATION FORECAST

DC's total visitor volume in 2011 reached a record high and is expected to continue to increase through 2015.



- Visitation growth continues for Washington, DC
- 2011 we saw the recovery from the impact of 9/11
- Growth will be at a steady pace through 2015 with a greater possible increase with new additional marketing dollars

COMPETITIVE CITY ANALYSIS

As of June 2012

- **The following is a comparison of DC vs other major metropolitan areas**

	Atlanta	Boston	Chicago	New York City	Orlando	Philadelphia	San Francisco	Washington, DC
Occupancy	63.20%	77.40%	72.00%	81.20%	77.90%	71.80%	81.90%	75.30%
Average Daily Rate (ADR)	$127.00	$198.22	$171.73	$244.55	$95.04	$161.00	$187.90	$205.97
Number of Hotel Rooms (downtown)	13,214	22,805	33,000	71,000	36,440	10,600	20,000	28,700
Total Visitor Volume	**37,586,000**	**21,258,000**	**43,589,000**	**49,485,000**	**54,153,000**	**38,483,000**	**16,350,000**	**17,952,000**
State Budget	$6,900,000	$7,100,000	$34,100,000	$5,500,000	$29,400,000	$10,500,000	$58,500,000	N/A
City Budget	$20,000,000	$10,600,000	$14,100,000	$32,200,000	$49,800,000	$26,000,000	$26,200,000	$13,800,000

- Cities in our competitive set outspend DC, resulting in higher visitation numbers
- Despite smaller visitation numbers, DC is still able to remain competitive in ADR and Occupancy, due to the balance in the leisure/business travel mix